

Spring 2012 Pedestrian Safety Education Campaign Update

Montgomery County DOT
Sharp & Company
Foursquare ITP
May 3, 2012

HIA Pedestrian Safety Program: Implementing the 3 E's

E
Engineering

E
Education

E
Enforcement



Four Corners HIA: Blair High School Education Campaign

- Why the focus on Blair High School?
 - PRSA: 39% of pedestrian crashes involved individuals under age 20
 - Pedestrian survey: approximately 60% of respondents were high school students
 - Well-defined audience/demographic
- Next Four Corners HIA campaign (Fall 2012) will include surrounding community

Montgomery Blair High School Pedestrian Safety Working Group

- Per PBTSAC recommendation, formed Working Group:
 - Blair High School Students
 - School Administration & Staff
 - PTSA Representative
- Began meeting October 2011; met 1-2 times per month
- Developed concepts for Spring education campaign



Four Corners Spring Education Campaign: Best Eyes Contest

- Initial recruiting event
- Photo shoot event
- Special student-created giveaways



Four Corners Spring Education Campaign: SWAG Bracelets

- Bracelet concept originated by students
- Reinforce good behavior (SWAG) and bad behavior (FAIL)
- Build on overall campaign message:

See them See you

Wait for the Walk

Always Use Crosswalks

Go Reflective!



SWAG Bracelet Messages

Front Message Middle Point
Use Crosswalks. SWAG

Front Message Middle Point
Look Both Ways. SWAG

Front Message Middle Point
Make Eye Contact. SWAG

Front Message Middle Point
Become Road Kill. FAIL

Front Message Middle Point
Get Hit by a Bus. FAIL

Front Message Middle Point
Text + Walk = FAIL

A close-up photograph of a person's face, focusing on their eyes. The person has dark skin and brown eyes, which are looking directly at the camera. The text "Hey you, I'm looking at you!" is overlaid in large, white, bold letters across the upper part of the image.

Hey you, I'm looking at you!

Establish eye contact with drivers whenever you cross a street.
BE SAFE. BE SEEN. BE STREET SMART.

A close-up photograph of a person's face, focusing on their eyes. The person has light-colored, possibly green or blue, eyes and is looking directly at the camera. The skin is fair and the lighting is soft. The text is overlaid on the upper half of the image.

Hey you, I'm looking at you!

Establish eye contact with drivers whenever you cross a street.
BE SAFE. BE SEEN. BE STREET SMART.

Four Corners Spring Education Campaign: Text Message Contest

Students answer 3 questions/week in May via text message to be entered into prize drawing

Win the New iPad!

PEDESTRIAN SAFETY TEXT MESSAGE CONTEST

Answer pedestrian safety questions and be entered to win:

:: Chipotle Gift Cards :: The New iPad

Text: **SAFETY** To: **81680**

Start a new text to the # 81680 and type SAFETY as the message and hit send.

Or check for questions at www.blairwalkproject.com

Legal Stuff: Message and data rates may apply. Text STOP to opt out.
Please see contest rules in Room 240. Questions must be answered correctly in order to win.



Blair Walk
Project
Website

Note: If you opt-in, e-mail your cell phone # to
shelley@blairwalkproject.com

Text Message Question 1

About how many pedestrians were struck by vehicles last year in Montgomery County?

- A) 20
- B) 100
- C) 400
- D) 2,000

Incorrect! The answer was 400. Remember to make eye contact with drivers when you're walking so you don't get hit. C them C U!

Correct! Remember to make eye contact with drivers when you're walking so you don't get hit. C them C U!

Text Message Question 2

If a pedestrian is hit by a car traveling 40mph, what is the chance they will die?

A) 20%

B) 50%

C) 85%

FAIL! The answer is 85%.
Would you want to take that chance? Always use crosswalks – don't cross mid-block!

SWAG! You got it right!
Would you want to take that chance? Always use crosswalks – don't cross mid-block!

Four Corners HIA: Next Steps

- We will be back in the Fall for Round 2!
- Nadji working with Communication Arts Program (CAP) students on train-the-trainer project
- Continue with Blair High School Pedestrian Safety Workgroup
- Engage/include the surrounding community

HIA Grouping for Future Efforts

- Future education efforts to focus on **groups** of HIAs
- Data-driven approach to grouping
 - Characteristics of crashes
 - Characteristics of the population (demographics) and land use

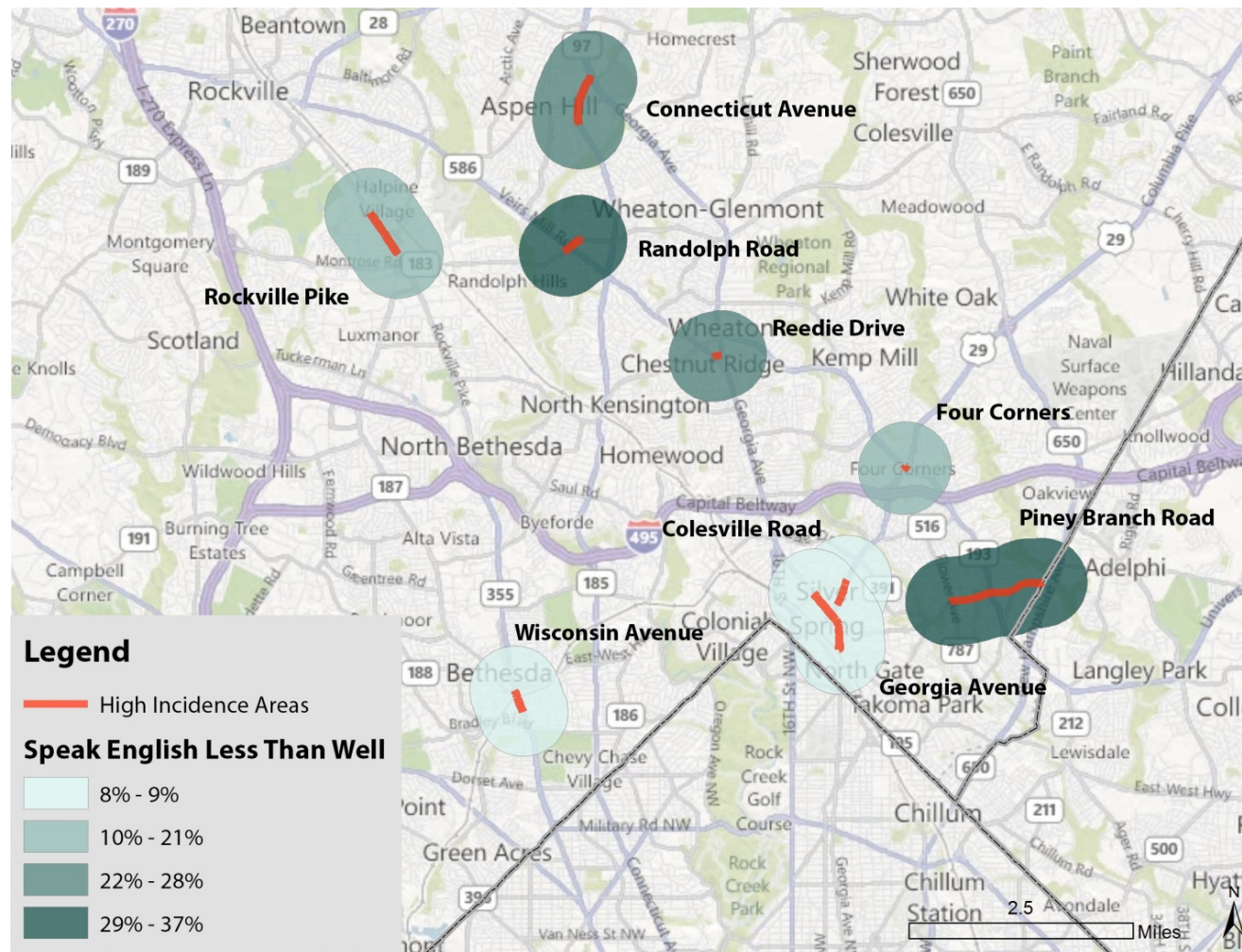
Group 1 (FY 2012-2013)

- Randolph Road
- Reddie Drive
- Connecticut Avenue
- (Piney Branch)

Group 2 (FY 2014-2015)

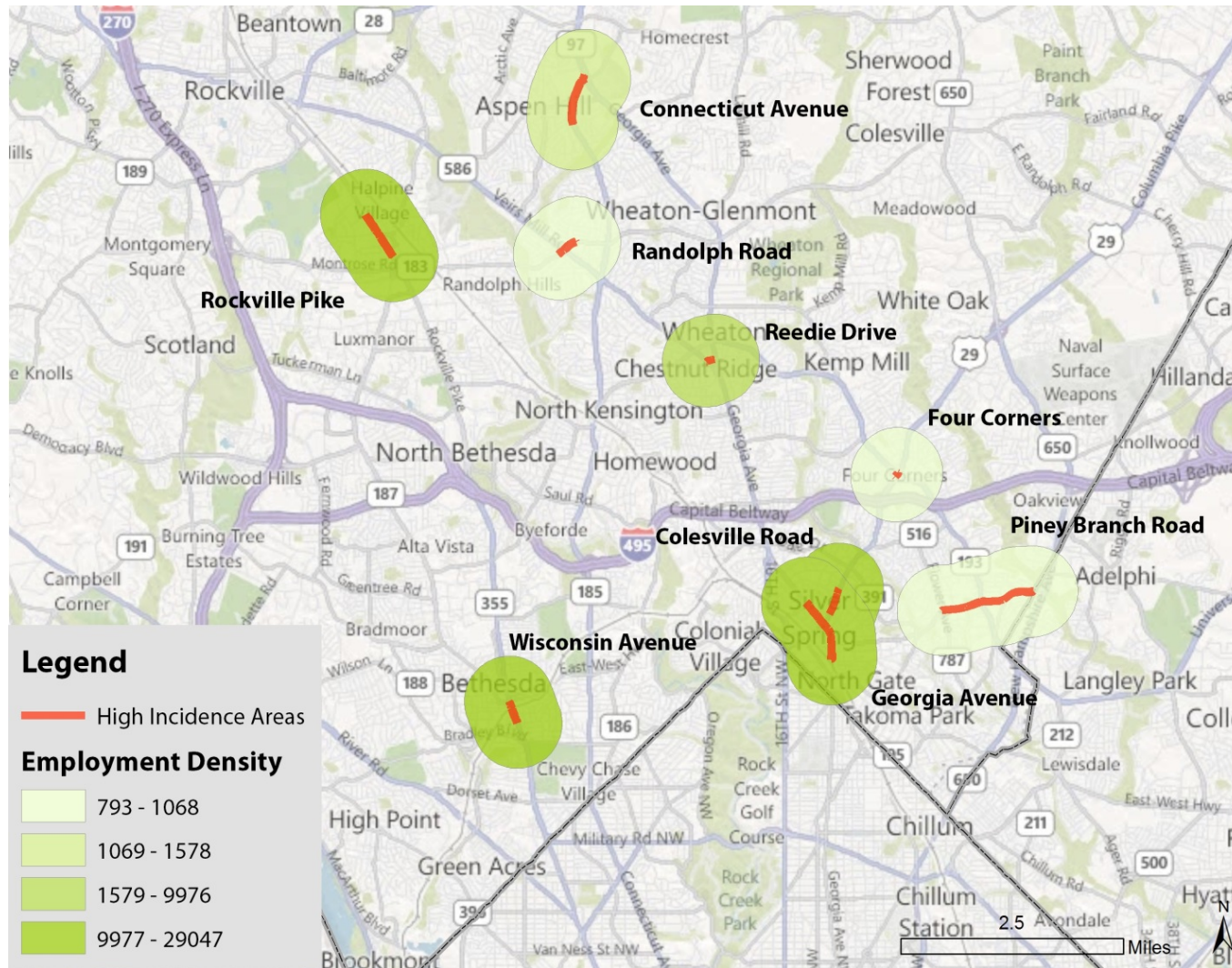
- Wisconsin Avenue
- Rockville Pike
- Colesville Road
- Georgia Avenue

HIA Grouping Analysis Example 1



HIA Percent of Households that Speak English Less Than Well

HIA Grouping Analysis Example 2



HIA Employment Density (jobs per square mile)

Randolph Road Spring Education Efforts

- Utilizing Piney Branch strategy for a “quick hit” at Randolph Road HIA in May
 - Curb markers
 - Safety Promotion Teams
 - Fliers/bus shelter posters
- Leveraged outreach
 - MHSO “Van Hit” on 4/10
 - Outreach to area churches
 - Public Meeting 5/9, Old Roundhouse Theatre
 - Booth at Taste of Wheaton, 5/20
- Dovetails with targeted pedestrian enforcement effort throughout month of May



Maximizing Investment in HIA Education

- Developing a tactical toolbox
- Utilizing economies of scale/scope
- Leveraging:
 - Opportunities
 - Partnerships
 - Proven tactics from the toolbox
 - Media coverage